

Roku Star, singer Eddie Blazquez Announces Retirement to Care for His Mother—Donates Royalties to Save Animals Worldwide

Eddie Blazquez, star of Roku's *I'm Not Supposed To Be Here*, Announces Retirement from the Stage After Nearly Three Decades of Music, Film, and Storytelling!



ROKU

I'M NOT SUPPOSED TO BE HERE

DIRECTED BY
EDDIE BLAZQUEZ

EDITED BY
EDDIE BLAZQUEZ

WRITTEN BY
EDDIE BLAZQUEZ

TOKE D KEDA PRESENTS A REVOLVER MEDIA PRODUCTION IN ASSOCIATION WITH TOKE D KEDA ENTERTAINMENT

CASTING BY	GOD	MUSIC BY	TOKE D KEDA	SOUND DESIGNER	EDDIE BLAZQUEZ	GRAPHICS BY	EDDIE BLAZQUEZ	PRODUCTION DESIGNER	REVOLVER MEDIA	PRODUCED BY	MY PARENTS
DIRECTOR OF PHOTOGRAPHY	CHRISTOPH VITT-MARKUSMAR	CO-EXECUTIVE PRODUCER	JOSE EDUARDO BLAZQUEZ	EXECUTIVE PRODUCER	EDDIE BLAZQUEZ						

WWW.IMNOTSUPPOSEDTOBEHERE.COM

Los Angeles, California Sep 13, 2025 ([IssueWire.com](https://www.IssueWire.com)) - Eddie Blazquez, the Puerto Rican singer, songwriter, director, and author whose career has spanned almost thirty years and crossed more than sixty countries, has officially announced his retirement from live performances.

Blazquez, born on March 28, 1974, to a Spanish father and Puerto Rican mother, has been a defining voice in Latin music since his breakout on Telemundo's *Sueños de Fama* in 1998, where he earned a recording contract with Sony Music. His career took flight with the founding of the Latin fusion band **Toke D Keda** in 2000, blending bachata, pop, and global sounds. Over the years, the group released multiple albums, including *Picando Alante* (2005), *Lo Siento* (2009), *Ilógico Amor* (2014), *Juntos* (2020), and *Legado* (2022), reaching millions of listeners worldwide. To date, Blazquez's music has been streamed [70 million](#) times across **160 countries**.

Beyond music, Blazquez made a mark in **television and film**. In 2005, he directed and starred in *El Show Más Estúpido De La Televisión* on Mega TV, a cult program known for its eclectic guests, including Wisin & Yandel, Calle 13, Reik, and Nek. He later contributed to film and video projects, notably producing *Santiago the Dreamer in The Land Among the Stars* (2014) starring Ricky Martin, and working on CNCO's hit video *Quisiera (Ballad Version)* in 2016. His versatility as an artist, director, and storyteller became a cornerstone of his legacy.

His global journey has been equally remarkable. Over the course of his career, Blazquez performed **more than 550 concerts across six continents**, from Russia and Japan to Egypt, Spain, Australia, and beyond—always carrying Latin music to new audiences. With his band **Toke D Keda**, Blazquez has shared the stage with some of the biggest names in Latin and international music, such as Nina Sky, Nicky Jam, Wisin & Yandel, Jenni Rivera, Los Tigres del Norte, Oscar D'León, Grupo Niche, Víctor Manuelle, El Gran Combo, Cabas, Vico C, Big Boy, Pitbull, and Elvis Crespo.

Their performances have graced iconic venues and large-scale events around the globe, including Lowe's Motor Speedway, Universal Studios Orlando, Disney World Orlando, Disneyland Paris, Charleston Arena, the Hausmann Theater in Paris, the Spartak Sports Center in Bulgaria, and the Mediolanum Forum in Milan, Italy, along with many other prestigious stages worldwide.

In 2025, Blazquez unveiled his most ambitious project: the award-winning docuseries ["I'm Not Supposed To Be Here"](#), streaming now on The Roku Channel. Spanning over five hours, the series offered an unflinching look at his battles with major labels, betrayals, censorship, and personal struggles, while celebrating his artistic triumphs. The project was expanded into a full-color [memoir](#), an [audiobook](#) on Audible, a [podcast](#) airing on iHeart Radio, and a full motion picture soundtrack, cementing his story across multiple platforms.

Now, after three decades of music and performance, Eddie Blazquez has chosen to step away from the stage. He shared that his decision was guided by the desire to **care for his ailing mother**, marking the close of one chapter while ensuring his artistic contributions remain alive for generations to come.

"The stage has been my second home for nearly 30 years. I've sung my truth, I've told my story, and I've had the honor of sharing it with fans around the world. Now, it's time to devote my energy to family, while carrying forward everything music has given me." – **Eddie Blazquez**

Though retiring from live performance, Blazquez remains a **Grammy voting member**, author, and creative force in the Latin entertainment world. His catalog—spanning solo work, seven albums with Toke D Keda, and his acclaimed docuseries—stands as a testament to his resilience, innovation, and global impact.

Blazquez's cultural impact has also been recognized by the media. He was featured in **People Magazine's "50 Most Beautiful" issue** and profiled by leading outlets such as The New York Daily News, The Houston Chronicle, TV y Novelas, The Orlando Sentinel, The Miami Herald, The Miami New Times, The Charlotte Observer, RAI TV Italy, Telemadrid in Spain, the BBC, SBS Australia, and MSNBC Turkey.

Outside of the spotlight, Blazquez devoted himself to humanitarian work. For nearly twenty years, he led initiatives through his nonprofit organization **Homeless In Miami**, which focused on supporting vulnerable populations in South Florida. He also played a role in the landmark charity single **Somos El Mundo**, produced alongside Emilio and Gloria Estefan and Quincy Jones, which raised crucial funds for earthquake relief in Haiti.

Before stepping away from the stage, Blazquez made one last philanthropic gesture: he invited close friends to choose animal rescue groups close to their hearts and pledged to donate **all of his future music royalties** to support them. This decision ensured that his artistic legacy would continue to bring hope and resources not only to people but also to animals in need, extending the reach of his music well beyond his performance years.

About Eddie Blazquez

Eddie Blazquez is a Puerto Rican singer, songwriter, director, and author recognized internationally for his contributions to Latin music and entertainment. As frontman of Toke D Keda, he fused bachata and Latin pop with global influences, building a career that has reached over 160 countries. Beyond music, he directed television, produced film, and authored the memoir *I'm Not Supposed To Be Here*. With a career spanning nearly three decades, Blazquez remains an influential figure and respected voice in the Latin Recording Academy.



Media Contact

Marquee & Co.

*****@marqueecopr.online

(323) 555-0198

6464 Sunset Boulevard, Suite 900

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